

# **The Department of Homeland Security Public Affairs YouTube.com Guidance and Procedures**

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YouTube is a public, commercial, video sharing web site where users can upload, view and share video clips. It is located at [www.youtube.com](http://www.youtube.com). The Department of Homeland Security ("the Department") will develop and maintain a YouTube.com channel for the general public featuring videos from the Department and its components.

The Department's YouTube presence is governed by a Content Hosting Agreement for Federal Government Agencies between the Department and Google, Inc. (the owner of YouTube). Under this agreement, all Department channels hold a federal "partner" status. The benefits of this status include legal protections and no advertisements on the channels, as well as more control over channel design, length of content, and feature rotations/playlists.

## **Purpose of YouTube Channel**

- Support the mission of the Department and its components.
- Showcase the work and integration of the Department and components in an engaging manner.
- Reach a wider audience more efficiently by leveraging YouTube's viral and community capabilities.
- Extend Department information into other channels by providing a supplementary source for the public to find information/videos on Department activities and messages.
- Provide opportunities for participation and collaboration on Department activities.
- Demonstrate the one-DHS philosophy through a main channel, cross-linking among approved sub-channels, and video tagging.

## **Policy**

It is the policy of the Department to have a single Department-wide agreement with YouTube to create and maintain a Department YouTube.com partner channel at [www.youtube.com/ushomelandsecurity](http://www.youtube.com/ushomelandsecurity). The Department will establish playlists, and sponsor and approve sub-channels as appropriate.

The Assistant Secretary, Office of Public Affairs (OPA), pursuant to the provisions of Management Directive 2230: Public Affairs Management Structure and Management Directive 2000: Organization of the Office of Public Affairs, accepts responsibility for establishing and enforcing the policies and requirements for video content on all Department channels (see **Content Requirements**).

The Assistant Secretary, OPA, is the final authority for the approval of video content on the main Department channel and component channels. The Department reserves the right to remove video content that may create a liability for the parties involved, including video content that may improperly disclose intellectual property, create a security risk, or disclose classified information.

Video posted on YouTube must also be posted on the respective agency or component web site and follow all Department content policies, guidelines, and regulations. Not all videos on Department web sites are required to be posted to YouTube.

To avoid the use of third party cookies, the Department must not use the YouTube "embed" feature on its own web sites to distribute video.

Additional guidelines and requirements will be available on [the DHS Web Center](#)

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**Sub-Channels:** The Assistant Secretary, OPA, may create or approve Department sub-channels to meet specific organizational, topic, project, or programmatic needs. In general, sub-channels will be managed by OPA. The Department may delegate the management of a sub-channel (delegated sub-channel) to a component office of public or external affairs.

All sub-channels must show a clear relationship to the Department and link to the Department main channel. Not all components will have or require a sub-channel. Delegated sub-channel managers will work with OPA to ensure effective tagging, cross linking, and consistency with Department messages and goals.

Existing component channels will be incorporated into the Department's Terms of Service Agreement with Google, Inc. as delegated sub-channels within 60 days. See also section: **Development and Management of Department Sub-Channels.**

### Procedures for the Department Channel

#### **Layout of the Department YouTube Channel**

The main Department channel, [www.youtube.com/ushomelandsecurity](http://www.youtube.com/ushomelandsecurity), will feature general Department videos and component videos categorized by topic area, e.g. "Prevention & Protection" or agency/component name, in a "playlist" format. The names and sequence of the playlists are subject to change from time to time.

The Department channel will include the Department's seal, profile information, and any legally required links or language. It will also highlight sub-channels.

#### **Comments, Video Responses, and Ratings**

YouTube has features which allow their registered users to post comments, video responses, and use video rating features.

Channel and delegated sub-channel managers have three implementation options for comments and video response features. It is the responsibility of the channel manager to ensure that agency/component procedures fully support the option selected.

Option	Requirements
No comments enabled.	None.
Comments enabled with moderation, either before or after posting.	<ol style="list-style-type: none"><li>1. A comment moderation policy included on each channel and video page.</li><li>2. The policy must clearly and conspicuously disclose and/or contain:<ul style="list-style-type: none"><li>▫ What the standards are by which the comments will be moderated.</li><li>▫ When those standards will be triggered (before or after posting).</li><li>▫ Disclaimer language concerning the posting of personally identifiable or sensitive information.</li></ul></li><li>3. The comment moderation policy language must be approved by the Office of the General Counsel and the Privacy Office prior to implementation.</li></ol>
Comments enabled without moderation.	<ol style="list-style-type: none"><li>1. A clear and conspicuous disclaimer at the point of collection of comments.</li></ol>

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	<ol style="list-style-type: none"><li>2. The disclaimer must include that:<ul style="list-style-type: none"><li>▫ Comments are not moderated.</li><li>▫ The channel is not an official government web site.</li><li>▫ Comments will be publicly accessible.</li><li>▫ Participants should not disclose personally identifiable or sensitive information.</li></ul></li><li>3. Comments must be regularly reviewed for threat and other dangerous information in cooperation with the DHS Security Operations Center (SOC). Any suspect content must be immediately removed from the channel and further analyzed by the DHS SOC.</li><li>4. The disclaimer language must be approved by the Office of the General Counsel and the Privacy Office prior to implementation.</li></ol>
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Components must not store, collect, or receive comments via e-mail or any other method of transmission to the dhs.gov domain without a review from the Privacy Office. Components must retain all comments posted to the DHS YouTube channel in accordance with the component's records retention schedule.

### ***Content Requirements***

Content posted to YouTube must also be posted to the agency or component web site. All video content submitted for posting on DHS.gov will be considered for posting on YouTube. Content providers posting video content on DHS.gov who do not wish to post it on YouTube must provide an explanation with their file submission.

Content posted to YouTube shall be in compliance with all legal requirements and shall not include the intellectual property of any third-party unless permission has been obtained.

All videos need to meet content and strategy requirements of the Department. A video will not be considered for posting if it:

- Has poor production quality, i.e., sound or lighting
- Is not a good topic for video/visual presentation or is not relevant to the subject matter
- Contains offensive language or content
- Fails to play properly
- Has video length issues (too short or too long)
- Is inconsistent with Department mission or messaging
- Is redundant
- Has content outside of the scope of the Department's work
- Is amateurish
- Contains sensitive material
- Contains copyrighted or other material that the Department does not have permission to use

Given the nature of components' missions, videos that do not meet the above standards may be acceptable in certain circumstances. For example, video from a disaster area, rescue, or other time-sensitive content may be posted with low production standards. Components with delegated sub-channels will document their own standards for exceptions.

The Department, at the discretion of the Assistant Secretary, OPA, reserves the right to reject video submissions for failure to comply with content requirements.

### ***Process for Submitting Video***

Requests for posting of videos to the DHS channel must be submitted to OPA via

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[webpublishing@hq.dhs.gov](mailto:webpublishing@hq.dhs.gov). Detailed Video Posting Procedures are available on [www.DHS.gov/webcenter](http://www.DHS.gov/webcenter).

## ***Monitoring and Reporting***

Components must not store, collect, or receive comments via e-mail or any other method of transmission to the dhs.gov domain without a review from the Privacy Office. See ***Comments, Video Responses, and Ratings***.

The Department will review user comments and use YouTube aggregate metrics, such as number of videos watched, subscribers, channel views, video ratings (if used), and user feedback to gauge the effectiveness of its YouTube presence.

When the comments and/or video responses features are enabled, OPA will review user feedback.

User feedback on the Department's channel regarding component/project content will be relayed to the appropriate content owner as necessary.

## **Development and Management of Department Sub-Channels**

The Department may directly manage sub-channels or delegate management rights to components.

### ***Process for Requesting Sub-Channels***

Components interested in developing a sub-channel must submit a request to OPA via [webpublishing@hq.dhs.gov](mailto:webpublishing@hq.dhs.gov). They will be required to complete a YouTube Channel Request Form available at [www.dhs.gov/webcenter](http://www.dhs.gov/webcenter).

### ***Sub-Channel Justifications***

A sub-channel may be approved when

- It supports a specific audience or strategic need, or
- It fulfills critical needs that cannot be accommodated in the main Department channel set-up

and

- It has significant video content and/or plans to add content frequently, and
- It can be supported by dedicated resources (to provide active maintenance and reporting).

### ***Sub-Channel Requirements***

Sub-channels must adhere to the Department's YouTube policy and content requirements. The Department channel and its sub-channels must have reciprocal links.

Videos of major importance should be featured on the Department's main YouTube channel in addition to the sub-channel.

Sub-channels will include other Department channel videos in their "favorites."

Content posted to YouTube must also be posted to the agency or component web site.

All posted videos must be captioned and accessible. It is the responsibility of the component to ensure compliance with this requirement.

### ***Additional Requirements for Delegated Sub-Channels***

The Department may delegate the management of a sub-channel (delegated sub-channel) to a component. Delegated sub-channels offer content owners the ability to make direct edits and

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customize profile information, graphics, layout, and interactive features, such as user comments.

Delegated sub-channel managers must specifically authorize a primary and back-up contact for all video matters; provide up-to-date contact information, email, telephone and cell phone; and notify the Department immediately when there are changes to contacts.

Delegated sub-channel managers must report information about their channel, such as changes in features and user activity data, as may be required by the Department from time to time.

Delegated sub-channel managers are responsible for managing video and other content on their sub-channel(s). Specifically, delegated sub-channel managers may directly upload video files and adjust layout settings on their sub-channel(s) without reporting to the Department. Delegated sub-channel managers have direct control over the layout of their channel(s), but must comply with Department policies and requirements.

At the discretion of OPA, sub-channel videos may be featured on the Department's main YouTube channel in addition to the sub-channel. Delegated sub-channel managers can identify videos to potentially feature.

Delegated sub-channels must create posting and publishing procedures including procedures for:

- Posting videos, including identification of specific individuals/roles allowed to post and procedures for ensuring that videos have been cleared for posting.
- Controlling access to upload video content, including identifying, training, and deauthorizing staff.
- Ensuring that videos are ALWAYS posted to the dot-gov domain in addition to YouTube.
- Complying with Section 508 regulations.
- Using comments (at channel and/or video level) and other interactive features.

Delegated sub-channel managers may set the user comments policy for their sub-channels. Components must not store, collect, or receive comments via e-mail or any other method of transmission to the dhs.gov domain without a review from the Privacy Office. (See **Comments, Video Responses, and Ratings** above.)

For delegated sub-channels that enable user comments and/or video responses (either open or moderated), the delegated sub-channel manager must ensure that resources are in place to review/respond to this feedback in a timely manner.

Components with current YouTube channels will be delegated authority to continue to manage their content as a sub-channel and will be given 60 days to comply with sub-channel requirements.

### ***Monitoring Delegated Sub-Channels***

Delegated sub-channel managers may be required to provide the Department with regular status reports and notification of significant changes, such as changes in user comment settings.

### ***Termination of Sub-Channels***

OPA can terminate, deactivate, or assume control over sub-channels if they become inactive, fail to comply with Department policies and requirements, or create a liability for the parties involved.